

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# The PoliceChief

Int'l Asc. of Chiefs of Police  
515 North Washington Street  
Alexandria, VA 22314-2357  
Tel.: (703) 836-6767  
Fax: (703) 836-5386  
[www.policechiefmagazine.org](http://www.policechiefmagazine.org)  
[hendrickson@theiacp.org](mailto:hendrickson@theiacp.org)

Official Publication of: International Association of Chiefs of Police, Inc.  
Established: 1934  
Issues Per Year: 12

**FIELD SERVED**

The POLICE CHIEF serves the Law Enforcement profession including members of the International Association of Chiefs of Police.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are commissioners, superintendents, chiefs, directors, assistant chiefs of police, deputy chiefs of police, executive heads, and division, district, and bureau commanding officers, police officers and prosecuting attorneys. Also qualified are chief executives, administrators, command officials, supervisors, line personnel, other personnel and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	130
Advertiser and Agency _____	304
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,181
<b>TOTAL</b>	<b>1,615</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,279	6.4	282	1.4	997	5.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	18,834	93.6	2,908	14.5	15,926	79.2
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,113</b>	<b>100.0</b>	<b>3,190</b>	<b>15.9</b>	<b>16,923</b>	<b>84.1</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	3,230	19,313	22,543
August _____	3,190	16,090	19,280
September _____	3,198	16,308	19,506
October _____	3,176	16,433	19,609
November _____	3,182	16,489	19,671
December _____	3,160	16,906	20,066

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

This issue is 2.6% or 530 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
1. Members of the International Association of Chiefs of Police (Note 1) _____	18,369	93.4	2,881	15,488
2. Law Enforcement Officials (Note 2) _____	492	2.5	301	191
3. Libraries _____	810	4.1	-	810
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,671</b>	<b>100.0</b>	<b>3,182</b>	<b>16,489</b>
<b>PERCENT</b>	<b>100.0</b>		<b>16.2</b>	<b>83.8</b>

Note 1: Titles including commissioners, superintendents, chiefs, directors, assistant chiefs of police, deputy chiefs of police, executive heads, and division, district, or bureau commanding officers, police officers, prosecuting attorneys.

Note 2: Titles including chief executives, administrators, command officials, supervisors, line personnel and other personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>1</b>	<b>404</b>	<b>87</b>	<b>301</b>	<b>191</b>	<b>492</b>	<b>2.5</b>
II. Request from recipient's company: _____	<b>26</b>	<b>715</b>	<b>69</b>	-	<b>810</b>	<b>810</b>	<b>4.1</b>
III. Membership Benefit: _____	<b>18,369</b>	-	-	<b>2,881</b>	<b>15,488</b>	<b>18,369</b>	<b>93.4</b>
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,396</b>	<b>1,119</b>	<b>156</b>	<b>3,182</b>	<b>16,489</b>	<b>19,671</b>	<b>100.0</b>
<b>PERCENT</b>	<b>93.5</b>	<b>5.7</b>	<b>0.8</b>	<b>16.2</b>	<b>83.8</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	1,461	14,536	15,997	81.3
Individuals by name only _____	1,721	1,143	2,864	14.6
Titles or functions only _____	-	-	-	-
Company names only _____	-	810	810	4.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,182</b>	<b>16,489</b>	<b>19,671</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	23	114	137	
030-038 New Hampshire _____	37	166	203	
050-059 Vermont _____	11	81	92	
010-027 Massachusetts _____	94	550	644	
028-029 Rhode Island _____	11	62	73	
060-069 Connecticut _____	54	260	314	
<b>NEW ENGLAND</b>	<b>230</b>	<b>1,233</b>	<b>1,463</b>	<b>7.4</b>
100-149 New York _____	136	735	871	
070-089 New Jersey _____	194	790	984	
150-196 Pennsylvania _____	136	668	804	
<b>MIDDLE ATLANTIC</b>	<b>466</b>	<b>2,193</b>	<b>2,659</b>	<b>13.5</b>
430-459 Ohio _____	103	422	525	
460-479 Indiana _____	33	171	204	
600-629 Illinois _____	174	811	985	
480-499 Michigan _____	81	371	452	
530-549 Wisconsin _____	50	281	331	
<b>EAST NO. CENTRAL</b>	<b>441</b>	<b>2,056</b>	<b>2,497</b>	<b>12.7</b>
550-567 Minnesota _____	42	256	298	
500-528 Iowa _____	25	130	155	
630-658 Missouri _____	92	302	394	
580-588 North Dakota _____	5	31	36	
570-577 South Dakota _____	2	28	30	
680-693 Nebraska _____	18	78	96	
660-679 Kansas _____	39	211	250	
<b>WEST NO. CENTRAL</b>	<b>223</b>	<b>1,036</b>	<b>1,259</b>	<b>6.4</b>
197-199 Delaware _____	24	94	118	
206-219 Maryland _____	123	438	561	
200-205 Washington, DC _____	24	277	301	
220-246 Virginia _____	134	916	1,050	
247-268 West Virginia _____	11	50	61	
270-289 North Carolina _____	76	377	453	
290-299 South Carolina _____	47	156	203	
300-319 Georgia _____	90	434	524	
320-349 Florida _____	295	886	1,181	
<b>SOUTH ATLANTIC</b>	<b>824</b>	<b>3,628</b>	<b>4,452</b>	<b>22.6</b>
400-427 Kentucky _____	26	167	193	
370-385 Tennessee _____	37	188	225	
350-369 Alabama _____	33	168	201	
386-397 Mississippi _____	6	57	63	
<b>EAST SO. CENTRAL</b>	<b>102</b>	<b>580</b>	<b>682</b>	<b>3.5</b>
716-729 Arkansas _____	14	92	106	
700-714 Louisiana _____	32	178	210	
730-749 Oklahoma _____	25	153	178	
750-799 Texas _____	139	836	975	
<b>WEST SO. CENTRAL</b>	<b>210</b>	<b>1,259</b>	<b>1,469</b>	<b>7.5</b>
590-599 Montana _____	6	41	47	
832-838 Idaho _____	7	71	78	
820-831 Wyoming _____	9	45	54	
800-816 Colorado _____	141	364	505	
870-884 New Mexico _____	26	139	165	
850-865 Arizona _____	81	375	456	
840-847 Utah _____	20	155	175	
889-898 Nevada _____	26	139	165	
<b>MOUNTAIN</b>	<b>316</b>	<b>1,329</b>	<b>1,645</b>	<b>8.4</b>
995-999 Alaska _____	12	55	67	
980-994 Washington _____	56	289	345	
970-979 Oregon _____	26	216	242	
900-961 California _____	195	1,148	1,343	
967-968 Hawaii _____	10	40	50	
<b>PACIFIC</b>	<b>299</b>	<b>1,748</b>	<b>2,047</b>	<b>10.4</b>
<b>UNITED STATES</b>	<b>3,111</b>	<b>15,062</b>	<b>18,173</b>	<b>92.4</b>
969 & 004-009 U.S. Territories _____	4	19	23	
Canada _____	26	316	342	
Mexico _____	2	13	15	
Other International _____	36	1,052	1,088	
APO/FPO _____	3	27	30	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,182</b>	<b>16,489</b>	<b>19,671</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*	July - December 2010*
Total Audit Average Qualified: _____	22,640	22,218	23,038	21,908	22,754	20,112
Qualified Non-Paid: _	3,093	3,057	3,234	3,183	3,520	3,189
Qualified Paid: _____	19,547	19,161	19,804	18,725	19,234	16,923
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$25.04	\$23.71	\$25.06	\$25.63	\$25.01	\$24.55

\*NOTE: January - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 issues for \$24.55			USE OF FREE PROMOTIONAL INCENTIVES		
PRICES	Total	Percent		Total	Percent
<b>Offers ( ≥ 5% of Total Orders)</b>			Ordered without promotional incentive _____	5,362	100.0
12 Issues for \$25.00 _____	4,769	88.9	Ordered with editorial promotional incentive _____	-	-
12 Issues for \$21.25 _____	543	10.1	Ordered with other promotional incentive _____	-	-
24 Issues for \$42.00 _____	48	0.9	<b>Total</b>	<b>5,362</b>	<b>100.0</b>
36 Issues for \$58.75 _____	2	-			
All Others _____	-	-			
<b>Total</b>	<b>5,362</b>	<b>100.0</b>			

**ADDITIONAL DATA****PARAGRAPH 1:**

Qualified paid Benefit of Membership subscriptions averaging 15,926 copies were sold to qualified recipients at the following subscription price: \$25 Members yearly subscription price is included in the dues and are non-deductible therefrom.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Charles Higginbotham, Editor & Director

Beulah Hendrickson, Advertising Coordinator

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 10, 2011

State Virginia

County Arlington

Received by BPA Worldwide February 10, 2011

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